



DISHAH CONSULTANTS

# **Best Sales Questions to Win maximum Sales**

by Amit Sharma

# Agenda

What this ebook will cover

- Introduction
- 4 Levels of Open Ended Sales Questions
- Open Ended Vs Close Ended Sales Questions
- Why Open Ended Sales Questions are Better
- Questions for Building Rapport with the Client
- Questions for Need Analysis
- Questions for discovering client goals
- Questions to uncover concerns
- Questions to uncover client budget
- Questions to uncover competition
- Closing Questions about Purchase Process
- Questions for Add-on Selling



# Introduction

Sales qualification is a game of questions. Unless you ask the right questions, you won't uncover the right needs or understand the right problems to solve. Not having that information could cost you the deal from the very beginning.

But there's an art to asking sales qualification questions. This is why I'd like to share these tips for asking more effective open-ended questions that quickly qualify and disqualify prospects. Keep reading to find out what those questions are, but first, let's go over what makes a good question and how you can create a great line of questioning.



# Open Vs Close Ended Questions

Close-ended sales questions aim to uncover important information about prospects — just like their open-ended counterparts. The main difference is that close ended sales questions lead to specific answers, like a yes or no, or a multiple-choice option. Because of this, open-ended questions allow the control of a conversation flow between sales rep and prospect, while close-ended questions keep reps in the driver seats at all times. Here's a quick example:

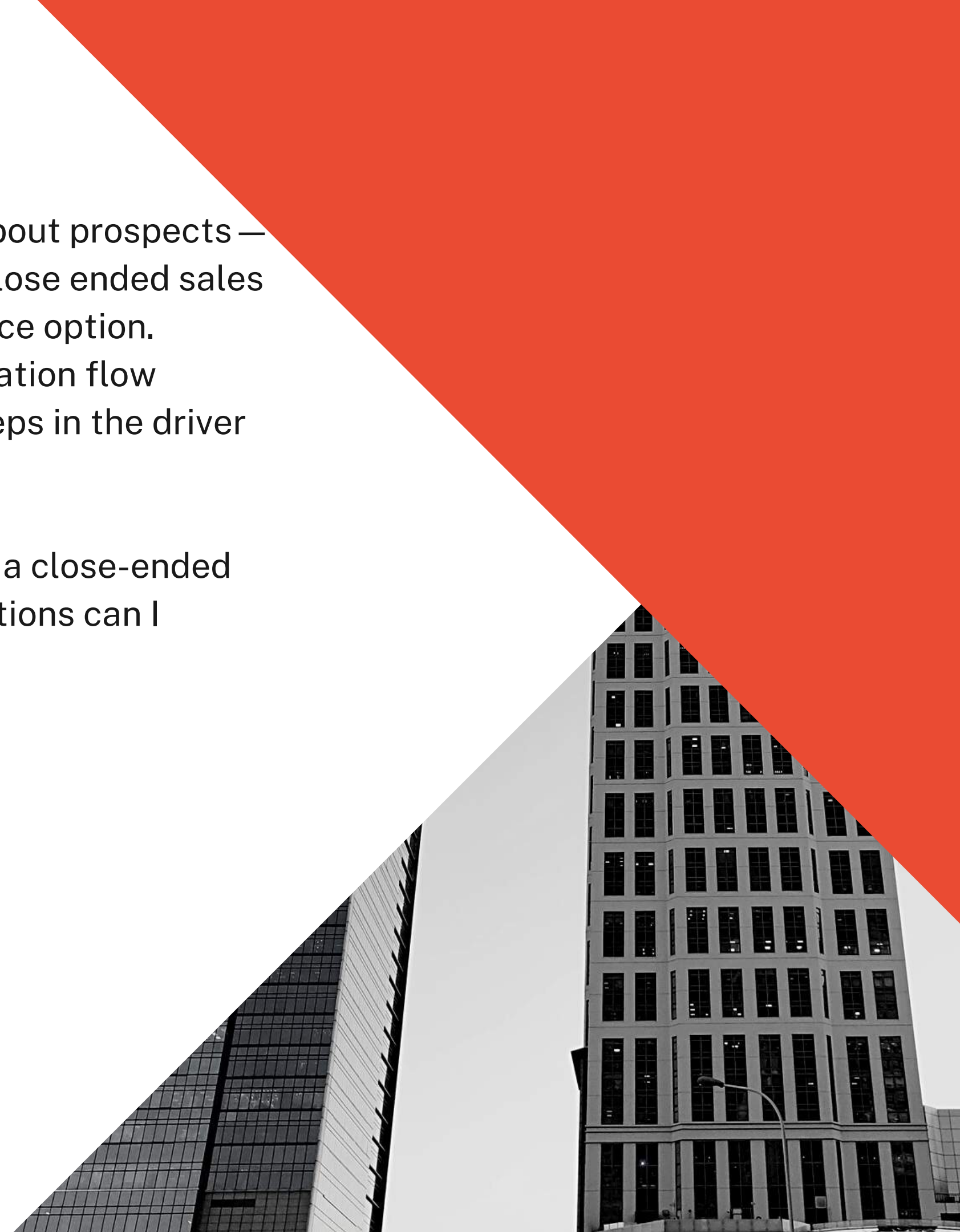
“Do you have any other questions that I can answer for you today?” is a close-ended question. Or, you can ask an open ended questions, “What other questions can I answer for you today?” which opens the door to dialogue.

## Open-ended questions begin with:

- What
- Why
- How

## Closed-ended questions begin with:

- Is /are
- Do / did
- Would / will
- Could / can
- Was / were
- Have / has
- Which
- Who
- When
- Where



# Why Open Ended Questions are Best



## Engage Prospect

Open-ended sales questions encourage prospects to talk about things they care about. It's easier to engage in conversations that we find interesting and meaningful. This is because your conversation will feel like a true dialogue, not a sleazy sales pitch.



## Discover Pain Points

Engaged prospects talk more, which will give you opportunities to discover their true pain points. You can then use this understanding to frame your company's products and/or services in the appropriate ways and increase your chances of closing.



## Build Trust

Finally, open-ended sales questions build trust because they demonstrate to prospects that you actually care about their thoughts and opinions. You're basically inviting them to tell you everything about a specific topic — the good, the bad, and the ugly.



# 4 Levels of Sales Questions

## 4 LEVELS OF **OPEN-ENDED** SALES QUESTIONS



At each level, you dig deeper into your prospect's challenges, current operations, and goals.

### **LEVEL 1**

Discovery

Getting to Know  
Prospects

### **LEVEL 2**

Probing

Gathering More  
Background  
Information

### **LEVEL 3**

Reassuring

Eliminating  
Doubts &  
Concerns

### **LEVEL 4**

Finalizing

Closing the  
Deal with  
Stakeholders



# Best Sales Questions for

Need Discovery



# Questions for Need Discovery

- What motivated you to search for a solution now?
- What is the business problem you're trying to solve?
- What are your biggest pain points?
- What challenges have you experienced in the past year?"
- If timeline/budget were no constraints, what would your ideal solution look like?
- Has your team tried to use a similar product? If so, how did it go?
- Why isn't this particular technology/service/product/situation/issue working for you right now?
- Many of our clients report problems with A, B, and C. How are these areas affecting you? What do you think about them?
- How would this solution impact your daily work?
- Which features are must-have versus nice-to-have?





# Best Sales Questions for

Discovering Client's buying Goals



# Questions to discover buying goals

- What are your desired outcomes?
- Why is this a priority for you now?
- What are your short-term goals? Long-term goals?
- What is your boss or team hoping to accomplish with this solution?
- How do you think the board of directors would evaluate the success of this initiative?





# Best Sales Questions for

Uncovering Client's concerns





# Questions to discover concerns

- What do you love about our product/service?
- What concerns, if any, do you have so far?
- On a scale of one to 10, how happy are you with our product?
- If the score given is less than 10, Why did you give us that score?
- Can you explain the weaknesses you've found in our product/service so far?
- Are you ready to renew today?
- What would stop you from making a change today?
- Are there any obstacles that could prevent this deal from happening?
- Who else is involved in making the purchase decision?
- What concerns will these decision-makers likely have?



# Best Sales Questions for

Discovering Direct or In-Direct Competition



# Questions to discover competition

- Are you currently using another solution?
- What do you like best about your current system?
- What would you like to see changed?
- Who has your business now? Why did you choose that vendor?
- What do you like best about your present supplier? What don't you like?
- If you work with us, what are you hoping will be different?
- Have you considered any other product or brand?
- What do you think you have liked and disliked about it?
- How does our solution compare to any other competitor's solution?





# Best Sales Questions for

Discovering Client's Budget



# Questions to discover budget

- What's your approximate budget for this project?
- What is the minimum price would you be expecting?
- If you get the best solution meeting all requirements, would you extend your budget?
- Who oversees the budget?
- Do you currently have a contract with another company?
- If so, when is it up for renewal? Is there a cancellation fee?
- Where would you put the emphasis regarding price, quality, and service?





# Best Sales Questions for

Learning client's buying process to close sales





# Questions to discover buying process

- How does your company evaluate the potential of new products or services?
- What do you look for in the companies you do business with?
- On average, how long does it take for you to purchase a product?
- Which departments are involved?
- What deadlines are you currently up against?
- How can I make this process as easy as possible?
- What level of service are you looking for?
- What will it take for us to do business?
- How soon can we begin?
- What is my best shot at winning your account?



# How to create a Good Line of Questions

01

Start with general questions. I suggest starting with “May I ask you some questions about your business?”

02

Gauge clients’ interest. Read their tone, facial expression, and body language. Do they seem comfortable answering your questions or not?

03

Ask early on how the company evaluates new products and services. There’s nothing worse than getting far along and then finding out that you don’t meet client’s buying criteria.

04

Always ask about the budget. No one likes to talk about money, but in many cases, whether a company chooses to purchase from you depends on the budget.

05

Close by establishing follow-up steps. Never close a sales call without establishing next steps.



**ABOUT  
DISHAH  
CONSULTANTS**





# Awarded

*Best Sales Training Companies in India*



*Most Influential Sales Training Companies.*  
**Corporate Vision, London.**



*Best Sales Training Companies.*  
**TheCEOStory Award.**



*Entrepreneur of the Year*  
**Indian Achievers Award.**



*Sales Consulting Leader of the Year*  
**CorporateLiveWire, London.**



*Best Sales Consulting Companies.*  
**Consultant Review Award.**

**10 YEARS IN BUSINESS**

**950+ BUSINESS CLIENTS**

**1,00,000+ SALES PEOPLE TRAINED**

**4 NATIONAL AWARDS**

**2 INTERNATIONAL AWARDS**

**50+ SALES TRAINERS**

**PRESENCE IN ALL MAJOR CITIES**

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**RANKED #1 IN CLIENT SATISFACTION**

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**INSIDE SALES  
TRAINING**

**B2B | B2C  
SALES TRAINING**

**LEAD GENERATION  
TRAINING**

**PRESALES  
SALES  
POST SALES TRAINING**

**LINKEDIN SOCIAL SELLING  
TRAINING**

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**KEY  
SERVICES**



# Corporate Sales Training Workshops Glimpses





# Our Prestigious Clients

## Information Technology



## Manufacturing Industrial



## Retail | Logistics | FMCG



# Our Prestigious Clients

## Real Estate

PURAVANKARA



## BFSI



## Automobile



## Professional Services | Hospitality



## Life-sciences



## Educational



# Clients Speak



Syed, Director

The sales methodologies we have learned from Amit's Authoritative Selling Sales Training are pragmatic & priceless. After attending his course, we are now able to convert leads from 20% to 80%. I recommend Authoritative Selling course to Sales Professionals, entrepreneurs and whoever aspires in Sales.



Prasanna, CEO

We enjoyed a lot....and learnt a great deal from the training. Amit energy was consistent and every bit of it was interesting. Amit has a great vision and he is on a mission to uplift the entire Sales Fraternity in India.



Sreekumar, GM

It was extremely informative and helped us to open up the thought process that we had contained in Sales & Marketing. Extremely positive response from the attendees was of the reflection of our acceptance and credibility with in the Sales and marketing. Thank you for opening our eyes to a new state of opportunity and strength. We will practice this with immediate effect.



Sunny Charan, BDM

I recommend Authoritative selling workshop to all sales professionals. This workshop helped us in our sales pitch. I am sure, it will help all future aspirants. Amit Sharma is a top class trainer and his energy is infectious



Mohan. B, CEO

Thank you for the Training Mr. Amit. Indeed we were so grateful to you for your navigation to Authoritative Selling. We need you to witness our successfulness by practicing your methodology in creating more sales leads. Indeed we were successful in creating more leads and were confirmed also.

Thank you once again to be part of our optimization. We are grateful beyond measure for your encouragement, thoughtfulness, support, compassion etc.....



# Sales Team Speaks

Click to Play Video



During the course, Amit takes us through the entire Sales Process and explains how Authoritative Selling will help yield better results at each step. Tips and Hacks shared by Amit is helping my and my team's performance. Thanks a lot Amit. This has turned out to be the best Sales Training Course so far.

**Shrikant Ghelot**

15 May 2020



The Sales techniques and methodologies I have learnt from Amit's Authoritative Sales Training Course is pragmatic and priceless. After attending his course, my perspective has changed to be a successful Sales Person and now I am able to convert the leads from 20% to 80%. I have recommended his course to my entire Sales Team and Co-Founder.

**Syed Vaisul Karne**

12 Mar 2020



Amit taught us Sales Insight through his Authoritative Selling Course. I found it highly effective in driving results and recommend this course to all Sales Teams and Leadership teams in any industry. Improved our way of approach and I recommend all Sales People to take note of all his strategies.

**Vasanth Kumar**

11 Feb 2020



I have attended Amit's Authoritative Selling Course in June end. I found it highly insightful and worthy. It helped me solve my sales conversion challenges that I was lacking. I highly recommend this program to everyone.

**Chandra Babu Chunduru**

30 Jun 2020



Mr. I am Shubham, executive, E-Cell, IIT Madras. I had attended your Sales Course on Sales Pitching and Conversion and found it really great and eye opener. I would like to be connected with you for continuous learning.

**Shubham Tibrewal**

11 Dec 2019



Hi Amit, Authoritative Sales Training Course is extraordinary. I gained great Knowledge & now ready to handle my product Sales with success. Thanks a lot.

**Varun Kumar**

1 Aug 2020

# OUR INFLUENTIAL SALES TRAINERS



**Mr. Amit Sharma**

**Sales Trainer | CEO - Dishah**

6times awarded Best Sales Trainers in India, Amit Sharma has over 17 years of Sales Experience in B2B and B2C Industry. He has held top Senior Leadership Positions and has trained over 1,50,000+ Sales Professionals and over 650 Corporates.



**Mr. SreeNivas**

**Sales Coach**

Mr. SreeNivas is a seasoned Sales Coach, Trainer for Sales Professionals, Entrepreneurs, Managers & Students.

With over 2 Decades Sales Experience, he has trained more than 50,000 sales people across industry giants such as Hyundai, Renault, Honda Motors, Compact UPS, Thrive Solar...



**Mr. Harsha T.**

**Sales Coach**

Mr. Harsha comes with extensive 16+ years of Sales Experience in Industrial, Manufacturing, HVAC Sales in Indian and International Markets. Mr. Harsha has trained over 15,000 Sales Professionals from over 150+ corporates like Kirloskar, Bluestar, Climaveneta, Ecomax, Vertexair and more....



**Mr. Prasan Swami**

**Sales Coach**

Mr. Prasan has 15+ years of Training & Management experience in sales operations, Sales Distribution Channels across Automotive & FMCG. He has Trained over 10,000 Sales Professionals across industry leader such as Mercuri, Hansa Cequity, Tata Motors, Akzo Nobel, Britannia etc...



**Mr. Lalit Mehra**

**Sales Coach**

Mr. Lalit comes with extensive 25+ years of Sales experience. He has Trained over 40,000 Sales Professionals across industry such as Retail, Real Estate, IT, Manufacturing, FMCG, Automotive and more...

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# DISHAH'S USP



## LASER FOCUS ON SALES TRAINING

Unlike many companies offering multiple Technical & non- technical trainings, Dishah is the only Company with laser focus on Sales Training. This enable us to deliver truly customised and result driven Sales Trainings.

## DEEP TRAINING CUSTOMIZATION

It's not just including examples in training, our methodology involves identifying, researching and developing solutions to the toughest skill and process problems faced by your sales team and empower them to performe beyond their ability.

## INFLUENTIAL SALES TRAINERS

What motivates a Sales team to follow the learning and excel - its the influence of Sales Trainer. If Sales Team didn't like the trainer, they will never follow his teachings. Dishah employ best Sales trainers who are great motivators.

## GROWTH ORIENTED TRAINING PROGRAM

Dishah's Sales Training Program is the only Sales Training Program to involve contemporary & modern concepts of Personal Branding, Emotional Intelligence, Story-telling, Virtual & Social Selling to deliver 360 degree growth for Sales People.

## POST TRAINING IMPLEMENTATION

What is key to a successful Sales Training Program? It is when sales team show improvements and deliver results. It happens when they are guided right towards behaviour change. Dishah's post training implemetation support is unparallel and guide sales team towards result delivery.



# CONTACT US

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